



Vision, Mission and Leadership

Our Vision:

To be a premier employer in our marketplace.

Our Mission:

Goodwill Industries of Mississippi assists people with disabilities and other barriers to obtain employment.

Board of Directors:

Ricki Garrett – Board Chair

Jana Nicols – Vice-Chair

Shannon Hillman – Secretary

Spence Fletcher – Treasurer

David Henry – Past Chair

Margo Burnside – GIVS President

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Melissa Neyland

Brooke Plummer

Greg Ross

Leslie Sorrell

Sherry Stegall

Tom Troxler

Steve Waite

David Hollingsworth – President & CEO



Byram Store & Donation Center
5764 Terry Road
Byram, MS 39272
601-882-5152

Centre Street Outlet & Donation Center
863 Centre Street
Ridgeland, MS 39157
601-991-9299

Clinton Store & Donation Center
941 Hwy 80 East
Clinton, MS 39056
601-708-1797

Crossgates Store & Donation Center
5708 Hwy 80 East
Pearl, MS 39208
601-664-3443

Hattiesburg Store & Donation Center
5916 Hwy 49
Hattiesburg, MS 39401
601-584-0448

Jacksonian Plaza Store & Donation Center
4950 I 55 North
Jackson, MS 39211
601-982-4324

51 Place Store & Donation Center
637C Hwy 51 North
Ridgeland, MS 39157
601-605-0948

Reservoir Donation Center
1923 Spillway Road
Brandon, MS 39047
601-853-8110



Contact:

Ricki Garrett
Board Chair

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Administrative Offices
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Goodwill of Mississippi 2020 Annual Report

Our Mission

“Goodwill Industries of Mississippi assists people with disabilities and other barriers to obtain employment.”



Letter to Stakeholders

2020 was a year that tested Goodwill of Mississippi to a degree never before experienced in the history of our organization. The COVID pandemic impacted each and every one of our employees and clients, and has changed the way we operate and deliver our Mission.

The pandemic hit enforce on March 11th and by March 27th all of our retail stores were closed. Soon it was discovered an employee had tested positive and that incident closed all operations including e-commerce and donations.

Actions were immediately taken in the best interest of our employees and the organization. The Board declared an emergency condition and granted the CEO broad authority to take responsive actions. A CPA was hired to conduct a cash flow analysis and project cash on hand levels. Loans were solicited including a line of credit, Paycheck Protection Program, Economic Injury Disaster Loan. Vendors were contacted to consider delaying or reducing monthly payments. The decision was made to pay all employees in full during the business shutdown, including bonuses earned from the previous quarter. A COVID Operational Safety plan was developed in anticipation of re-opening.

In spite of closing operations for 10 weeks, Goodwill of Mississippi was able to survive and thrive through the pandemic. Revenues of \$6.2 million (aided by the forgiveness of the PPP Loan) were lower by 5.9% compared to 2019. Expenses were below 2019 by 9.3%. The result was a net income gain of \$520,425 for the year, an increase of 59.8% over the previous year. Not one employee was laid off or furloughed and as a result, when operations resumed our turnover rate was 43.3% - the 5th lowest among all Goodwills across the country. We met all utility payments, leases, trash removal charges and expenses throughout the year.

The closing of operations had a significant impact on store sales, vocational rehabilitation services, salvage operations and e-commerce. Store sales showed a drop of (\$971,185) - a (20.8%) drop from last year. The cutback of Mississippi Department of Rehabilitation Services impacted the number of people we served to 379, a 15.6% drop over last year. The resulting Vocational Training income was down (\$225,234) - a (25.7%) decrease from 2019. Salvage sales dropped slightly by (\$14,061) - or a (1.8%) year-over-year decrease. E-commerce continued its strong shopping trend with sales increasing \$38,510 or 17.6% over last year. Donations were also impacted by COVID, dropping by 14,978 or (13.9%) to 2019.

We re-opened our stores on June 1st and our customers were cautious with their shopping trips. As the year ended, shopping steadily increased. For the year, the 249,916 shopping transactions was a (35.1%) drop from our peak year of 2019. Changes occurred in the composition of our retail and outlet stores throughout the year. The long-standing Metro facility was closed in early 2020 and a new retail select store was opened in Byram, MS. Our two outlet stores were consolidated into one mega-outlet store, now located at our Centre Street store.

Workforce development was bolstered by receiving the Governor's Discretionary Fund Grant that provides digital skill training in 17 counties throughout the state. It was received in November so the full

impact of the grant will be realized in 2020-21. With the outbreak of the COVID virus, plans were made to offer digital skills training services virtually.

Goodwill receives servant volunteer leadership and financial support from our Goodwill Industries Volunteer Services (GIVS) auxiliary. This fabulous collaboration began in 1957 and has grown and flourishes to this day. The GIVS volunteers ensure that each of our employees receive a birthday party, devotional services at each store, Thanksgiving and Christmas holiday meals, and a holiday cash gift. They also conduct Goodwill's one major fundraiser of the year - The Goodwill Salute Dinner, a signature community gala that had to be cancelled in 2020 due to COVID safety concerns.

We are grateful to those who touch Goodwill every day and thank the community for its unwavering support. The COVID pandemic truly challenged this Goodwill organization. Thanks to a caring community - our partnerships strengthened, our customers and donors came back enforce, our employees stayed the course, our financial position is stable and healthier, and our Mission remains strong and vital.

Ricki Garrett
Board Chair

David Hollingsworth
President & CEO



Statement of Financial Position 2020 Information

Income Statement	Audited 2020	Audited 2019
Revenue from		
Store Operations	\$ 4,714,706	\$ 5,660,191
Training Income	\$ 650,556	\$ 875,790
Other	\$ 896,565	\$ 140,040
Total	\$6,261,827	\$ 6,676,021
Expenses		
Payroll Related	\$3,709,722	\$ 4,154,358
Other	\$1,051,641	\$ 1,305,795
Rent	\$ 912,977	\$ 797,549
Total	\$5,674,340	\$ 6,257,702
Net Income Before Depreciation	\$ 673,627	\$ 472,944
Depreciation	\$ 153,202	\$ 147,321
Net Income After Depreciation	\$ 520,425	\$ 325,623
Balance Sheet - 12/31/19 (unaudited)		
Assets		
Current & Other	\$ 2,344,291	
Fixed	\$1,035,340	
Total Assets	\$3,379,631	
Total Liabilities	\$ 236,702	
Net Assets Without Donor Restrictions	\$3,142,929	
Total Liab & Equity	\$3,379,632	



2020-2022 Strategic Plan Summary Points

GOAL 1: We will grow our mission to support our clients, employees and other stakeholders within the community.

- Grow social media presence and following; establish metrics to measure effectiveness
- Continue developing partnerships with complimentary missions
- Develop presentation of Goodwill Mission for community outreach, fundraising presentations
- Develop Historic Goodwill Timeline/Mural
- Plan community fashion event and recruit blogger influencer(s)

GOAL 2: We will assure our financial success in support of the mission: expanding the mission by improving margin.

- Market Optimization plan executed
 - Phase I: Metro Jackson store locations
 - Phase II: Grow e-commerce store
 - Phase III: Metro Jackson Donation Centers
 - Phase IV: Evaluate outlet stores, sales performance of retail stores
 - Phase IV: Regional store locations
- Develop Infrastructure/Capital improvement Plan
- Execute Kaizen events at all retail stores and e-commerce department
- Develop DGR Regional Management Team
- VP/DGR attend Senior Leadership Program, CEO attend CEO DGR Training Cohort
- Add a Grant writer to assist in underwriting mission needs

GOAL 3: We will engage, develop and support employees and board members in order to grow and support the mission.

- Prepare for CARF Accreditation in 2nd quarter, 2021
- Expand Digital Training to assist state workforce development constituencies
- Develop organization's leadership team through
 - Team building (Right Path)
 - Goodwill International training (SLP, Learning Conferences, SEA)
 - State and regional workforce development conferences
 - On-going Assistant Manager Training
- Work in partnership with MDRS to serve more people
 - Pre-Employment Transition Services; Discovery training for counselors; Job securing skills for clients; SNAP Program.
- Recruit or assign for corporate compliance officer
- Recruit workforce development representative on Board of Directors
- Provide Right Path 4-6 Profiles to Board members to build communication, teamwork
- Research cost-effective Employee Health Plan options
- Research providing a 401(K) Savings Plan for employees

GOAL 4: We will strive to improve day-to-day operations and embrace technology to grow your employees and our operations.

- Review Organization Chart; Hire a Chief Financial Officer
- Budget and monitor expenses more effectively
- Research, plan and prepare for eventual Minimum Wage increase
- Research feasibility of a Point-of-Sale system
- Include expense control metrics into quarterly incentives for management team
- Update Succession Plan
- Update Risk Assessment Plan

GOAL 5: We will promote ourselves as a Green company and develop a "sustainability" model to reduce our waste footprint.

- Maximize salvage shipments, through better processing
- Evaluate and plan for energy conservation
- Evaluate energy use, conservation best practices for each facility
- Develop internal sustainability plan